

SUMMARY

Tourism destination magazines usually provide 'Travel Guides' on different destinations and supply information on:

- How to reach a destination (airplanes, trains, buses, and their schedules)
- What you need to do before traveling (visas, vaccinations, etc)
- What hotels are best (from 5 star to motels)
- What to do in a city (tours, restaurants, theaters, museums, etc)
- Which are the fun and 'must do' activities.

Most people traveling to foreign countries, (business or leisure), consult more than one of the magazines below to learn, in more detail, about a specific destination, how to get there and what previous arrangements should be made.

Media List

1. Gente e Viagens-Portugal Turismo e Actualidade

Rua Joaquim Antonio de Aguiar, 45-5. Esq.
1099-058 Lisboa, Portugal
Tel: (351) 213-839-810
Fax: (351) 213-862-746
E-mail: geral@lucidus.pt
Editor: Dr. Alberico Cardoso

Gente e Viagens is monthly magazine that promotes tourism destinations and talks about different habits and cultures of the world. This magazine has a circulation of 30,000 and reaches the travel trade and the mid-to-high end Portuguese leisure travelers.

2. Volta ao Mundo

Rua Carlos Oliveira, 2 – 2.
1600 Lisboa, Portugal
Tel: (351) 217-217-300
Fax: (351) 217-272-332
Editor: Sr. Sergio Coimbra

The theme of this magazine is tourism destination information and geographic culture. Is is a monthly magazine with a circulation of 60,000 and reaches the high end leisure and business travelers.

3. Revista Visao

Av. Da Liberdade, 232 r/c D
1200 Lisboa, Portugal
Tel: (351) 213-116-100
Fax: (351) 213-540-575
Editor: Dra. Claudia Lobo

A general information and news magazine - reaching mainly mid-to-high end readers and business persons. It is a weekly and has a circulation of 88,500.

4. Rotas & Destinos

Campo Grande, 86-8. Piso
1700 Lisboa, Portugal
Tel: (351) 217-912-500
Fax: (351) 217-912-563
Editor: Catarina Palma

This is monthly magazine with a circulation of 22,000. It solely promotes tourism and is read by mid to high end travelers.

5. Jornal Publituris

Rua Marques de Saldanha, 4-1
1200 Lisboa, Portugal
Tel: (351) 213-475-201
Fax: (351) 213-427-718
Editor: Belmiro Santos

This is a newspaper directed solely to the tourism industry: travel agents, tour operators, airlines, restaurants, hotels, etc. It is a bi-monthly newspaper, it is distributed free-of-charge every 1st and 15th day of the month to 10,000 tourism professionals.

7. TURISVER

Av. Infante Santo, 61- r/c E
1200 Lisboa, Portugal
Tel: (351) 213-929-640
Fax: (351) 213-929-650
Editor: Jose Luis Elias

This is a newspaper directed to the tourism industry: travel agents, tour operators, airlines, restaurants, hotels, etc. It is a bi-monthly newspaper, and is distributed to 12,500 tourism professionals.

8. AMBITUR

Rua Dr. Teofilo Braga, 2 r/c Esq.
1200 Lisboa, Portugal
Tel: (351) 213-954-110
Fax: (351) 213-953-070
Editor: Dra. Teresa Fernandes

This is also a newspaper directed to the tourism industry: travel agents, tour operators, airlines, restaurants, hotels, etc. It is a monthly newspaper, and is distributed to 7,500 tourism professionals.

9. AJOPT-Associacao dos Jornalistas Portugueses de Turismo

(Association of Portuguese Travel/Tourism writers)
Rua de S. Lazaro, 66-2. Esq.
1150 Lisboa, Portugal
Tel: (351) 218-884-714
Fax: (351) 218-881-891
E-mail: salvdias@mail.telepac.pt
President: Dr. Salvador Alves Dias

This is the Portuguese Association of Portuguese Tourism writers and presently has 96 affiliated tourism journalists. Dr. Salvador Alves Dias is also the President of the European Tourism Writers Federation.

The following list of magazines/newspapers are general news media but do also have sections on tourism destinations.

1. EXAME

Largo da Lagoa, 15 C
2795 Linda-a-Velha, Portugal
Tel: (351) 214-168-700
Fax: (351) 214-168-701
Contact: Mr. Rui Nunes / Mr. Luis Fonseca

This is a business/economy monthly magazine.

2. EXPRESSO

Rua Duque de Palmela, 37
1250 Lisboa, Portugal
Tel: (351) 213-114-000
Fax: (351) 213-543-858
Contact: Ms. Monica Contreras

Expresso is a weekly newspaper.

3. FORTUNA

Rua Jose Estevao, 87
1150 Lisboa, Portugal
Tel: (351) 213-113-549
Fax: (351) 213-531-260
Contact: Mr. Francisco Botelho

Fortuna e a monthly magazine covering business and economy.

4. GRANDE REPORTAGEM

Rua particular a Av.de Ceuta, 1-3.
1300 Lisboa, Portugal
Tel: (351) 213-636-045
Fax: (351) 213-636-095
Contact: Ms. Monica Belo

Grande Reportagem reports on international news of major happenings and also reports on customs of the world.

5. MAXIMA

Rua Vitor Cordon, 37-3.
1200 Lisboa, Portugal
Tel: (351) 213-223-900
Fax: (351) 213-423-110
Contact: Dra. Madalena Fragoso

Maxima is a monthly fashion and general news magazine

6. NOVA GENTE

Estr. Nacional 249 – Ed. Impalageste
Ranholas
2710 Sintra, Portugal
Tel: (351) 219-238-200
Fax: (351) 219-238-197
Contact: Ms. Julia Santos

Nova Gente is a weekly magazine with TV programs, fashion and general national and international news.

7. PRESTIGE

Rua Presidente Arriaga, 82 R/C
Lisbon, 1200-773
Phone: (351) 213-929-430
Fax: (351) 213-929-438
Email: hoteis.viagens@mail.telepac.pt
Contact: Mr. Jorge Chaveiro, Financial Department

Prestige is distributed to 110,000 clients of one of the Largest Portuguese banking groups. The readers are the cardholders of the Prestige Gold card. This magazine is directed to high end Portuguese readers.

8. HOTEIS E VIAGENS

Rua Presidente Arriaga, 82 R/C
Lisbon, 1200-773
Phone: (351) 213-942-160
Fax: (351) 213-942-169
Email: prestige@netcabo.pt
Contact: Ms. Sandra Pinto, Editor

This is the only American Express Magazine in Portugal and it is distributed to 60,000 American Express Platinum, Gold and green cardholders. This magazine is directed to mid to high end travellers.

AMERICAN EMBASSY CONTACTS

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The Commercial Service Lisbon
American Embassy
Av. Das Forcas Armadas - Sete Rios
1600 Lisboa, Portugal
Tel: (351) 210-943-300
Fax: (351) 217-268-914
E-mail: office.lisbon@mail.doc.gov

Mailing address:

The Commercial Service Lisbon
American Embassy
PSC 83 Box FCS
APO AE 09726

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www.sce.doc.gov **or** www.buyusa.gov